

Message Text

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PAGE 01 ABU DH 01865 230532Z
ACTION NEA-10

INFO OCT-01 EUR-12 ISO-00 EB-07 /030 W
-----052013 230548Z /12

R 221155Z JUN 77
FM AMEMBASSY ABU DHABI
TO SECSTATE WASHDC 6265
USDOC WASHDC
INFO AMEMBASSY ATHENS
AMEMBASSY DOHA
AMEMBASSY DHAHRAN
AMEMBASSY JIDAA
AMEMBASSY KUWAIT
AMEMBASSY LONDON
AMEMBASSY MANAMA

UNCLAS ABU DHABI 1865

ATHENS FOR RTDO

E.O. 11652: N/A
TAGS: ETRD, TC
SUBJ: TOURISM: ATTRACTING WEALTHY GULF RESIDENTS TO U.S.

SUMMARY: RICH GULF RESIDENTS NOW TRAVEL TO LONDON
TO ENJOY HEDONISTIC AMBIENCE. WE PROPOSE THAT LAS VEGAS
OR SIMILAR VACATION GAMBLING CENTERS WOULD SATISFY
SAME DESIRES AND ADD NOTABLY TO U.S. TOURIST INDUSTRY END SUMMARY.

1. EXODUS OF WEALTHY RESIDENTS FROM THE ARABIAN PENINSULA/
PERSION GULF, FLEEING THE GULF'S BLISTERING SUMMER, HAS BEGUN AGAIN.
AS IN
PAST, MAJORITY ARE GOING TO LONDON FORCONVIVIALITY AND
CIVILIZED PLEASURES, INCLUDING GAMBLING. IN FACT, GAMBLING
IS LONDON'S MAJOR DRAW FOR MANY OF THE GULF'S WEALTHY
RESIDENTS.

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2. IN OUR OPINION MOST OF THE RESIDENTS IN GULF DO NOT
KNOW MUCH ABOUTTHE U.S. AND ARE INTIMIDATED BY WHAT
THEY CONSIDER THE LAND OF COWBOYS, INDIANS AND AL
CAPONE. HOWEVER, SEVERALFRIENDS WHO HAVE BEEN TO
LAS VEGAS BELIEVE THAT ONCE INTRODUCED TO THE PLEASURES
OF THAT CITY, LARGE NUMBERS OF THE LONDON SET WOULD
BECOME REGULAR LAS VEGAS CUSTOMERS. THEY DO LIKE THE

AMERICAN FRIENDLY RECEPTION WHICH THEY RECEIVE IN LONDON'S PLAYBOY CLUB.

3. WE BELIEVE U.S. ORGANIZATIONS COULD ENCOURAGE WEALTHY RESIDENTS OF GULF TO FORSAKE LONDON WITH PROPERLY PROMOTED PACKAGE TRIPS TO LAS VEGAS. IT IS OUR UNDERSTANDING THAT SOME NEVADA HOTEL-CASINOS WILL PROVIDE ALL-EXPENSE-PAID TOURS ON THE CONDITION THAT THE VISITOR BUY A CERTAIN NUMBER OF CHIPS AND GAMBLE. WE KNOW OF NO U.S. FIRMS NOW PROMOTING PACKAGE TOURS IN THE GULF. OBVIOUSLY THE EXPENSES OF OPERATING SUCH TOURS FROM THE MIDDLE EAST WOULD BE HIGH, BUT MANY GULF RESIDENTS ARE HIGH ROLLERS WHO ENJOY GAMBLING CONSIDERABLE SUMS OF MONEY. TOURS DESIGNED TO ATTRACT GULF VISITORS TO LAS VEGAS WOULD PAY GREAT MONETARY DIVIDENDS, ESPECIALLY IN THE LONG TERM, IF LARGE NUMBERS OF THEM FIND THEY PREFER NEVEDA TO LONDON.

4. THE MARKET IS DIVISABLE INTO SUMMER AND WINTER TOURISM. SUMMER IN LONDON (PART OF THE TIME WITH FAMILY) IS WELL ESTABLISHED, ALTHOUGH RECENTLY ACQUIRED, HABIT FOR RICH LOCALS. TO GET THEM TO CHANGE SUMMERTIME CUSTOM WOULD REQUIRE TIME AND WOULD ATTRACT ONLY ADVENTUROUS SOULS, AT FIRST. HOWEVER, WINTER TOURISM TO NEVADA IS REAL POSSIBILITY WHICH SOULD BE EXPLORED (EITHER AS ORGANIZED TOUR OR AS ADD-ONS TO BUSINESS TRIPS TO TEXAS, ETC). WINTER IN WESTERN EUROPE IS DISTASEFUL
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TO THIN BLOODED LOCALS AND NORMAL PRACTICE IS TO STAY HOME OR GO FALCONING IN PAKISTAN. AS NEWER GENERATIONS COME ALONG, THEY WILL SURELY BE LESS INTERESTED IN CHASING BIRDS IN PAKISTANI DESERTS AND MORE IN RECREATIONAL PURSUITS IN OTHER PARTS OF THE WORLD.

5. COMMENT: WHILE KEEPING IN MIND THAT RADIX MALORUM CUPIDITAS, NONETHELESS WE BELIEVE THAT THIS MODEST PROPOSAL OF INCREASED PERSON TO PERSON CONTACT IS CONSONANT WITH OUR DESIRE TO ENCOURAGE FOREIGN TOURISM.

6. ACTION REQUESTED:
PLEASE PASS THIS INFORMATION TO USTS, USDOC DISTRICT OFFICE IN RENO, NEVADA TOURIST ORGANIZATIONS AND AIRLINES. WE HAVE CONFIRMED THAT LOCAL TRAVEL AGENTS WOULD BE INTERESTED IN PROMOTING IDEA.
DICKMAN

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TOURISM
Control Number: n/a
Copy: SINGLE
Sent Date: 22-Jun-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977ABUDH01865
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770224-0076
Format: TEL
From: ABU DHABI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770633/aaaabceg.tel
Line Count: 111
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 6897e378-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 26-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2076269
Secure: OPEN
Status: NATIVE
Subject: TOURISM: ATTRACTING WEALTHY GULF RESIDENTS TO U.S. SUMMARY: RICH GULF RESIDENTS NOW TRAVEL TO LONDON TO ENJOY HEDONISTIC AMBIENCE. WE PROPOSE THAT L AS
TAGS: ETRD, TC, XF
To: STATE COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/6897e378-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009